

## **Visitor Profile Survey**

### ***December 2005-February 2006***

A total of 757 intercept interviews were completed with visitors to the Florida Keys/Key West from December 2005 through February 2006. The quota of 50 interviews per district for each month was met or exceeded in each district. The survey data were weighted by visitation figures for each district. The following provides a brief summary of overall results:

- The vast majority of respondents drove to their Keys destination (82.7%). There was a higher percentage (15.5%) of flying into either Key West or Marathon Airport, than last winter (13.3%). Those respondents who drove either came in their own vehicle (39%), a rental vehicle (4.5%), or flew into a Florida airport and drove (38.6%). The top Florida airports named for fly/drive outside of Miami were Orlando (37 respondents), Ft. Lauderdale (37) and Tampa (20).
- The majority of respondents reported that the primary purpose for visiting the Keys was recreation or vacation (81.6%), followed by Visit Friends and Family (8.6%) and Business/Pleasure Combined (6.2%).
- The lengthening in lead times for trip planning observed throughout last year has continued. For the third quarter in a row, respondents' most often reported a trip planning time of 1 to 3 months, (39.4%). Last quarter, the incident of respondents reporting a trip planning lead time of 1 week was 11.3%. This quarter, 9.8% of respondents reported a trip planning lead time of 1 week marking a continued decrease in last minute trip planning.
- 83.6% of respondents recalled seeing some type of advertising in the past three months, down from winter's 86.2%. Recall from the Internet continues to lead recalled ads at 26.6%, however the gap between Television (21.6%) and Internet narrowed. This quarter Newspaper (6.8%) surpassed Magazine (6.4%) for the third ranked recall position.
- 11% of respondents used a travel agent. Use of travel agents for airline reservations (32.9%). This quarter, use of travel agent for Rental Car Reservations (23.9%) surpassed Hotel Reservations (21.6%). The percentage of respondents who reported that a travel agent recommended the Florida Keys & Key West (17.1%) fell slightly for the third quarter in a row, but still far out paced last winters' low of 4.3%.
- Total average trip expenditures per party were \$1,637. Average age remained 42. Age group 26-35 outpaced age group 46-60 for the second highest age group. Dining Out/Night Life continued to hold its spot as the leading recreational activity. Beach Activities regained the second place ranking over Sightseeing.
- Average length of stay in the Keys was 6.43 nights, up strongly from last quarter's 5.51 nights, though still far below last winter's 8 night average. Average length of stay for respondents staying short term (less than 30 days) was 5.7 days. Average length of stay for respondents staying long term (more than 30 days) was 57 days.
- This quarter four out of seven attributed received a "satisfied" rating from respondents. "Special Events" lead at 4.18, followed by "Cleanliness of Destination" (4.08) and "Dining" (4.05)

- 25.8% of respondents were foreign. Canada (9.6%) was the lead foreign country of origin over the United Kingdom (3.3%). The leading state of origin continues to be Florida (39%). Surprisingly Texas (3.1%) moved into the top five this quarter taking the number four spot. Generally, Texas falls toward the bottom of the top twenty. Rounding out the top five was New York (5.1%), New Jersey (4.7%) and Georgia (2.9%).
- For this reporting period, 77.4% of respondents were Non-Hispanic White, followed by a significant increase in Hispanic/Spanish/Latino (17.0%) respondents for the second quarter in a row.
- When asked how the visitor made his/her accommodations reservation, the most popular response was “Made a Direct Call to Property” (28.4%). This again demonstrates an increasing trend of advanced planning as “Made no advance reservation” had ranked first for the past two quarters. For the first time since last spring, making Internet reservations via the property’s website (15.9%) outpaced the use of third party online travel sites (14.4%).
- In July 2002 we added a question in order to determine the percentage of Florida Keys visitors who were repeat visitors. For the first quarter this year, repeat visitors (50.2%) out ranked new visitors (49.8%).
- In July 2002, we added a question to determine whether a special deal or bargain room rate influenced the respondent’s decision to visit the Florida Keys. For the third quarter in a row more than two-thirds of respondent’s reported they were not influenced by a bargain or special deal.
- In December 2003, we added a question regarding the type of accommodation the visitor and his/her party stayed in during their stay in the Florida Keys & Key West. Hotel/Motel/Resort was clearly the leading response with 71.2%, with B&B/Guesthouse/Inn coming in second at 17.3%
- In December 2003, we added two questions regarding the cultural aspects of the respondent’s trip. The first question asked for a rating on a scale of 1 to 5, where 1 is “Not at all Important” and 5 is “Extremely Important”, how important were the cultural aspects of travel in your decision to visit the Florida Keys & Key West? The majority of respondents (35.7%) were neutral or did not know if cultural aspects were important, followed by 32.2% reporting they were somewhat not important to not at all important and 31.6% of respondents reporting they were somewhat important to very important. The second question asked which of the following had more influence on their decision to visit the Florida Keys & Key West: The Fine Arts (paintings, crafts, theater, music, etc.) or Cultural Heritage (history, museums, architecture, etc.). The majority of respondents cited neither (58.1%). Cultural Heritage had more influence with 23.2% than Fine Arts (18.6%) among respondents who were influenced.
- In March 2005 we added a series of questions regarding the quality of service in various attributes, namely dining facilities, lodging properties, retail stores, attractions (i.e. museums, theatres, sightseeing tours, etc.) and activities (i.e. fishing, diving, golfing, snorkeling, etc.) as well as the overall quality of service. Most attributes improved over the prior quarter with four out of six moving up slightly to “4” or “satisfied”. This quarter, Activities (4.04) moved into first place. Overall, quality of service improved to 4.03 from last quarter’s 3.96. “Retail stores” continued to receive the lowest quality of service rating (3.85).

	December 05- February 06		September 05- November 05		June 05- August 05		March 05- May 05	
Transportation to Keys	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Drive Own Vehicle	295	39.0%	293	38.6%	293	38.6%	248	32.7%
Fly to Key West	109	14.4%	98	12.9%	98	12.9%	144	19.0%
Drive Rental Vehicle	34	4.5%	56	7.4%	56	7.4%	54	7.1%
Fly to Miami, Drive	208	27.5%	220	29.0%	220	29.0%	208	27.4%
Fly to Other FL Airport, Drive	84	11.1%	76	10.0%	76	10.0%	81	10.7%
Fly to Marathon	8	1.1%	6	0.8%	6	0.8%	6	0.8%
Tour Bus	5	0.7%	0	0.0%	0	0.0%	2	0.3%
Other	14	1.8%	11	1.4%	11	1.4%	16	2.1%
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	757	100%	760	100%	760	100%	759	100%

	December 05- February 06		September 05- November 05		June 05- August 05		March 05- May 05	
Transportation	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Auto	626	82.7%	631	83.1%	645	85.0%	594	78.2%
Air	117	15.5%	119	15.7%	103	13.6%	150	19.7%
Other	14	1.8%	9	1.2%	11	1.4%	16	2.1%
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	757	100.0%	759	100.0%	759	100.0%	760	100.0%

	December 05- February 06		September 05- November 05		June 05- August 05		March 05- May 05	
Purpose of Trip	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Recreation or Vacation	618	81.6%	628	82.7%	584	76.9%	596	78.4%
Visiting Family or Friends	65	8.6%	57	7.5%	87	11.5%	84	11.1%
Business/Pleasure Combined	47	6.2%	68	9.0%	61	8.0%	63	8.3%
Convention or Meeting	10	1.3%	2	0.3%	12	1.6%	6	0.8%
Other	17	2.2%	4	0.5%	15	2.0%	11	1.4%
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	757	100.0%	759	100.0%	759	100.0%	760	100.0%

	December 05- February 06		September 05- November 05		June 05- August 05		March 05- May 05	
Lead Time for Trip Planning	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
1 Week	74	9.8%	81	10.7%	86	11.3%	71	9.4%
2-4 Weeks	226	29.9%	245	32.3%	255	33.6%	290	38.2%
1-3 Months	298	39.4%	278	36.7%	306	40.3%	286	37.7%
4-6 Months	115	15.2%	106	14.0%	81	10.7%	62	8.2%
More than 6 Months	44	5.8%	48	6.3%	31	4.1%	50	6.6%
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	757	100.0%	758	100.0%	759	100.0%	759	100.0%

Recall Ads Past 3 Months	December 05- February 06		September 05- November 05		June 05- August 05		March 05- May 05	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
No	148	16.4%	147	16.8%	192	22.8%	170	19.8%
Yes, Television	195	21.6%	158	18.1%	112	13.3%	147	17.2%
Yes, Radio	14	1.6%	12	1.4%	6	0.7%	18	2.1%
Yes, Magazine	55	6.1%	68	7.8%	70	8.3%	79	9.2%
Yes, Newspaper	61	6.8%	32	3.7%	29	3.4%	17	2.0%
Yes, Internet	240	26.6%	286	32.8%	265	31.5%	265	30.9%
Yes, But Don't Recall Where	189	21.0%	170	19.5%	167	19.9%	161	18.8%
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	902	100.0%	873	100.0%	841	100.0%	857	100.0%

11% Used Travel Agent for...	December 05- February 06		September 05- November 05		June 05- August 05		March 05- May 05	
	Yes	Percent	Yes	Percent	Yes	Percent	Yes	Percent
Airline Reservations	70	31.5%	73	32.9%	73	28.2%	104	32.0%
Hotel Reservations	48	21.6%	50	22.5%	74	28.6%	60	18.5%
Rental Car Reservations	53	23.9%	55	24.8%	51	19.7%	84	25.8%
Recommend Keys/Key West	38	17.1%	39	17.6%	49	18.9%	59	18.2%
Other Service	13	5.9%	5	2.3%	12	4.6%	18	5.5%

Expenditures Per Trip	December 05- February 06		September 05- November 05		June 05- August 05		March 05- May 05	
	Mean		Mean		Mean		Mean	
Lodging	\$650		\$478		\$507		\$657	
Transportation	\$140		\$136		\$149		\$148	
Water-Related Activities	\$123		\$100		\$181		\$148	
Land-Based Activities	\$129		\$117		\$125		\$146	
Food & Beverages	\$457		\$417		\$409		\$498	
All Other	\$138		\$85		\$133		\$155	
Total Expenditures Per Trip	\$1,637		\$1,333		\$1,504		\$1,752	

Household Income	December 05- February 06		September 05- November 05		June 05- August 05		March 05- May 05	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Under \$75,000	343	45.3%	375	49.4%	351	46.2%	324	42.7%
\$75,000 or more	244	32.2%	268	35.3%	254	33.5%	289	38.1%
Refused	170	22.5%	116	15.3%	154	20.3%	146	19.2%
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	757	100.0%	759	100.0%	759	100.0%	759	100.0%

Age	December 05- February 06		September 05- November 05		June 05- August 05		March 05- May 05	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
18-25	53	7.0%	30	4.0%	27	3.6%	46	6.1%
26-35	182	24.0%	187	24.6%	205	27.0%	203	26.7%
36-45	265	35.0%	259	34.1%	263	34.7%	217	28.6%
46-60	172	22.7%	213	28.1%	198	26.1%	229	30.1%
61+	82	10.8%	69	9.1%	58	7.6%	64	8.4%
No Answer	3	0.4%	1	0.1%	8	1.1%	1	0.1%
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	757	100.0%	759	100.0%	759	100.0%	760	100.0%
<b>Average Age</b>	<b>42</b>		<b>42</b>		<b>42</b>		<b>41.9</b>	

Ethnicity	December 05- February 06		September 05- November 05		June 05- August 05		March 05- May 05	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Non-Hispanic White	581	77.4%	578	77.1%	578	77.1%	633	84.2%
African American/Black	38	5.1%	45	6.0%	45	6.0%	27	3.6%
Hispanic/Spanish/Latino	128	17.0%	121	16.1%	121	16.1%	90	12.0%
Asian or Pacific Islander	4	0.5%	6	0.8%	6	0.8%	0	0.0%
American Indian or Alaska Native	0	0.0%	0	0.0%	0	0.0%	2	0.3%
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	751	100.0%	750	100.0%	750	100.0%	752	100.0%

Accommodations Reservation	December 05- February 06		September 05- November 05		June 05- August 05		March 05- May 05	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Used a Travel Agent	55	7.3%	65	8.6%	65	8.6%	60	7.9%
Used a reservation service by phone	27	3.6%	41	5.4%	41	5.4%	32	4.2%
Made direct call to property	215	28.4%	198	26.1%	198	26.1%	217	28.6%
On-line through a travel web site	109	14.4%	106	14.0%	106	14.0%	82	10.8%
On-line through property's web site	120	15.9%	86	11.3%	86	11.3%	114	15.0%
Made no advance reservation	195	25.8%	231	30.4%	231	30.4%	212	27.9%
Other	36	4.8%	32	4.2%	32	4.2%	42	5.5%
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	757	100.0%	759	100.0%	759	100.0%	759	100.0%

*In July 2002, we added a question to determine whether the individual had visited the Florida Keys in the past 3 years.*

Repeat Visitor	December 05- February 06		September 05- November 05		June 05- August 05		March 05- May 05	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	380	50.2%	362	47.7%	362	47.7%	361	47.6%
No	377	49.8%	397	52.3%	397	52.3%	398	52.4%
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	757	100.0%	759	100.0%	759	100.0%	759	100.0%

*In July 2002, we added a question to determine whether a special deal or bargain room rate influenced the individual's decision to visit the Florida Keys.*

Did Bargain Influence Decision...	December 05- February 06		September 05- November 05		June 05- August 05		March 05- May 05	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	249	32.9%	241	31.8%	241	31.8%	214	28.2%
No	508	67.1%	518	68.2%	518	68.2%	546	71.8%
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	757	100.0%	759	100.0%	759	100.0%	760	100.0%

*In December 2003, we added a question regarding the type of accommodation the individual stayed in during their trip to the Florida Keys.*

Lodging Type	December 05- February 06		September 05- November 05		June 05- August 05		March 05- May 05	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Hotel/Motel/Resort	539	71.2%	527	69.3%	527	69.3%	533	70.1%
B&B/Guest house/Inn	131	17.3%	139	18.3%	139	18.3%	139	18.3%
Seasonal/Vacation Rental	20	2.6%	30	3.9%	30	3.9%	35	4.6%
Campground/RV Park	36	4.8%	35	4.6%	35	4.6%	21	2.8%
Other	31	4.1%	29	3.8%	29	3.8%	32	4.2%
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	757	100.0%	760	100.0%	760	100.0%	760	100.0%

*In December 2003, we added two questions regarding the cultural aspects of their trip to the Florida Keys & Key West. The first question asked for a rating on a scale of 1 to 5, where 1 is "Not at all important" and 5 is "Extremely important", how important were the cultural aspects of travel in your decision to visit the Florida Keys & Key West?*

Importance of Cultural Aspects	December 05- February 06		September 05- November 05		June 05- August 05		March 05- May 05	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
5 (Extremely Important)	113	14.9%	155	20.4%	155	20.4%	147	19.3%
4	127	16.7%	172	22.6%	172	22.6%	170	22.4%
3	119	15.7%	126	16.6%	126	16.6%	116	15.3%
2	71	9.3%	51	6.7%	51	6.7%	58	7.6%
1 (Not at all Important)	174	22.9%	77	10.1%	77	10.1%	68	8.9%
Don't Know	152	20.0%	178	23.4%	178	23.4%	201	26.4%
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	756	99.5%	759	99.9%	759	99.9%	760	100.0%

*The second question asked which of the following had more influence on your decision to visit the Florida Keys & Key West?*

Influence of Specific Cultural Aspects	December 05- February 06		September 05- November 05		June 05- August 05		March 05- May 05	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
The Fine Arts (paintings, crafts, theater, music, etc.)	141	18.6%	126	16.6%	126	16.6%	163	21.5%
Cultural Heritage (history, museums, architecture, etc.)	176	23.2%	215	28.3%	215	28.3%	221	29.1%
Neither	441	58.1%	418	55.1%	418	55.1%	375	49.4%
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	758	99.9%	759	100.0%	759	100.0%	759	100.0%

**Country of Origin**

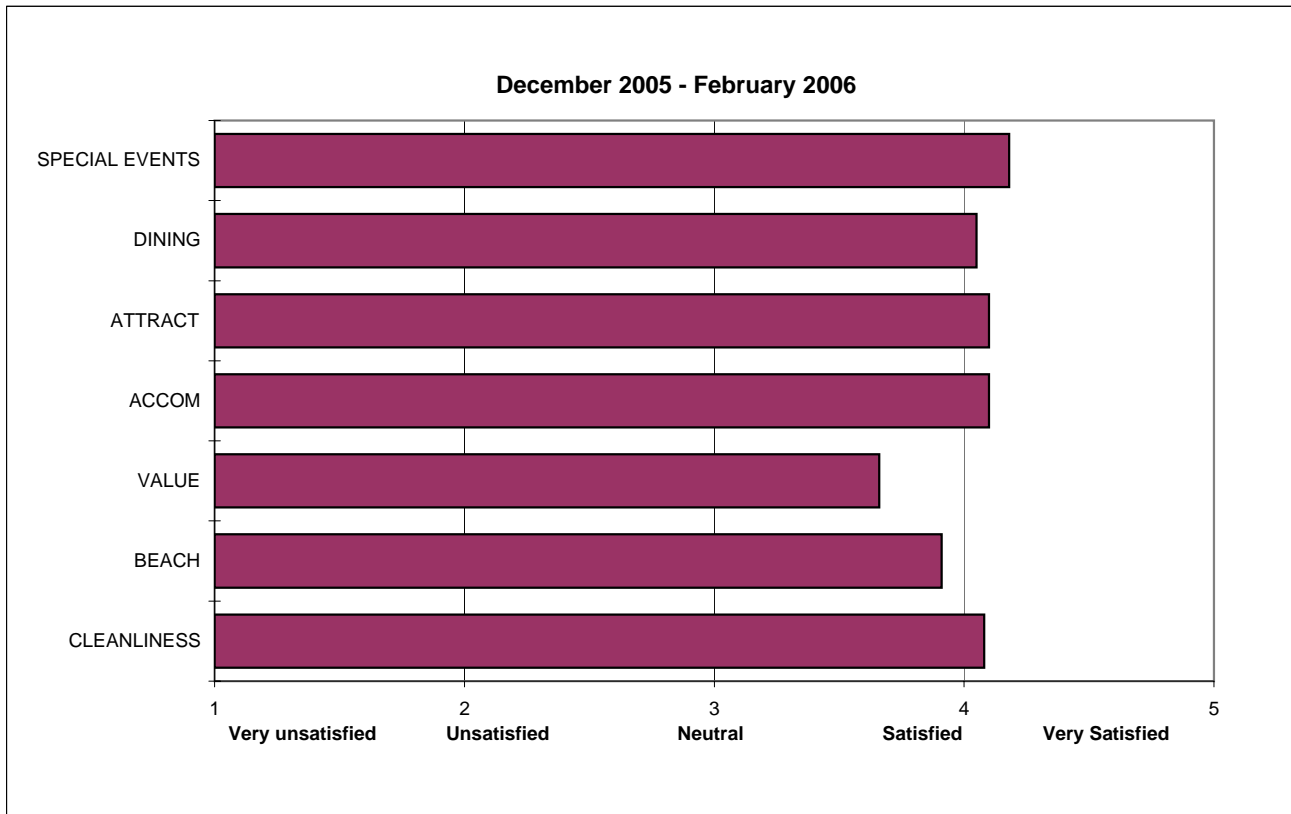
	December 05 - February 06			September - November 05			June - August 05			March - May 05		
	Ranking	Frequency	Percent	Ranking	Frequency	Percent	Ranking	Frequency	Percent	Ranking	Frequency	Percent
USA	1	565	74.2%	1	573	75.3%	1	571	75.0%	1	533	70.0%
Canada	2	73	9.6%	2	58	7.6%	2	59	7.8%	2	71	9.3%
United Kingdom	3	25	3.3%	3	29	3.8%	3	21	2.8%	3	32	4.2%
Germany	4	17	2.2%	4	17	2.2%	6	13	1.7%	4	22	2.9%
Other Europe	5	16	2.1%	6	11	1.4%	7	11	1.4%	5	20	2.6%
France	6	12	1.6%	8	9	1.2%	4	15	2.0%	7	11	1.4%
Netherlands/Holland	7	8	1.1%	7	10	1.3%	21	1	0.1%	8	9	1.2%
Sweden	8	6	0.8%	9	6	0.8%	8	10	1.3%	6	15	2.0%
Italy	9	5	0.7%	10	5	0.7%	12	3	0.4%	12	4	0.5%
Brazil	10	4	0.5%	12	4	0.5%	13	3	0.4%	11	5	0.7%
Venezuela	11	4	0.5%	19	2	0.3%	14	3	0.4%	18	2	0.3%
Ireland	12	4	0.5%	14	4	0.5%	24	0	0.0%	9	6	0.8%
Other South America	13	3	0.4%	17	3	0.4%	18	2	0.3%	15	4	0.5%
Japan	14	2	0.3%	5	15	2.0%	5	15	2.0%	17	2	0.3%
Other	15	2	0.3%	15	3	0.4%	9	7	0.9%	24	0	0.0%
Switzerland	16	2	0.3%	11	4	0.5%	11	4	0.5%	13	4	0.5%
Austria	17	2	0.3%	16	3	0.4%	15	3	0.4%	14	4	0.5%
Belgium	18	2	0.3%	28	0	0.0%	22	1	0.1%	30	0	0.0%
Other Asian/Far East	19	2	0.3%	21	1	0.1%	25	0	0.0%	25	0	0.0%
Norway	20	1	0.1%	20	1	0.1%	10	6	0.8%	16	3	0.4%
Central America	21	1	0.1%	16	3	0.4%	16	3	0.4%	10	6	0.8%
Argentina	22	1	0.1%	13	4	0.5%	23	1	0.1%	23	0	0.0%
Finland	23	1	0.1%	18	3	0.4%	26	0	0.0%	21	1	0.1%
Denmark	24	0	0.0%	25	0	0.0%	17	3	0.4%	28	0	0.0%
Luxembourg	25	0	0.0%	26	0	0.0%	19	2	0.3%	29	0	0.0%
Middle East	26	0	0.0%	27	0	0.0%	20	2	0.3%	19	2	0.3%
Africa	27	0	0.0%	22	1	0.1%	27	0	0.0%	26	0	0.0%
Australia/Oceania	28	0	0.0%	29	0	0.0%	28	0	0.0%	20	2	0.3%
Chile	29	0	0.0%	23	1	0.1%	29	0	0.0%	22	1	0.1%
Mexico	30	0	0.0%	30	0	0.0%	30	0	0.0%	31	0	0.0%
Peru	31	0	0.0%	24	1	0.1%	31	0	0.0%	27	0	0.0%
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		758	100%		771	101%		759	100%		759	100%

State of Origin	December 05- February 06			September- November 05			June- August 05			March- May 05		
	Ranking	Frequency	Percent	Ranking	Frequency	Percent	Ranking	Frequency	Percent	Ranking	Frequency	Percent
Florida	1	215	39.0%	1	205	44.0%	1	219	47.0%	1	158	33.9%
New York	2	28	5.1%	4	23	4.9%	2	35	7.5%	5	20	4.3%
New Jersey	3	26	4.7%	5	22	4.7%	7	18	3.9%	11	13	2.8%
Texas	4	17	3.1%	14	9	1.9%	13	12	2.6%	26	5	1.1%
Georgia	5	16	2.9%	3	26	5.6%	3	28	6.0%	2	41	8.8%
North Carolina	6	15	2.7%	6	22	4.7%	5	20	4.3%	3	23	4.9%
Ohio	7	15	2.7%	7	21	4.5%	8	17	3.6%	4	22	4.7%
California	8	14	2.5%	15	9	1.9%	14	9	1.9%	27	5	1.1%
Illinois	9	14	2.5%	19	7	1.5%	15	9	1.9%	16	7	1.5%
Connecticut	10	13	2.4%	11	13	2.8%	10	13	2.8%	13	10	2.1%
Virginia	11	13	2.4%	10	15	3.2%	17	6	1.3%	8	19	4.1%
Kentucky	12	12	2.2%	16	9	1.9%	30	3	0.6%	19	7	1.5%
Michigan	13	12	2.2%	9	17	3.6%	9	13	2.8%	12	13	2.8%
Tennessee	14	12	2.2%	12	13	2.8%	12	12	2.6%	10	14	3.0%
Pennsylvania	15	11	2.0%	2	27	5.8%	4	20	4.3%	9	15	3.2%
Massachusetts	16	10	1.8%	23	5	1.1%	11	13	2.8%	6	20	4.3%
Washington	17	9	1.6%	20	6	1.3%	19	6	1.3%	22	6	1.3%
Maryland	18	7	1.3%	18	8	1.7%	18	6	1.3%	21	6	1.3%
New Mexico	19	6	1.1%	49	0	0.0%	38	3	0.6%	40	1	0.2%
South Carolina	20	6	1.1%	8	21	4.5%	6	19	4.1%	7	19	4.1%
Alabama	21	5	0.9%	13	12	2.6%	24	5	1.1%	17	7	1.5%
Arizona	22	5	0.9%	32	2	0.4%	40	2	0.4%	29	5	1.1%
Delaware	23	5	0.9%	43	1	0.2%	22	6	1.3%	30	4	0.9%
Kansas	24	5	0.9%	50	0	0.0%	29	4	0.9%	23	6	1.3%
Nebraska	25	5	0.9%	33	2	0.4%	41	2	0.4%	47	0	0.0%
Minnesota	26	4	0.7%	27	3	0.6%	32	3	0.6%	24	6	1.3%
Nevada	27	4	0.7%	21	6	1.3%	26	4	0.9%	37	2	0.4%
Vermont	28	4	0.7%	44	1	0.2%	37	3	0.6%	25	6	1.3%
West Virginia	29	4	0.7%	34	2	0.4%	44	1	0.2%	48	0	0.0%
Wyoming	30	4	0.7%	45	1	0.2%	48	0	0.0%	50	0	0.0%
Alaska	31	3	0.5%	35	2	0.4%	45	1	0.2%	38	2	0.4%
Iowa	32	3	0.5%	28	3	0.6%	43	1	0.2%	42	1	0.2%
Indiana	33	3	0.5%	36	2	0.4%	35	3	0.6%	20	7	1.5%
Louisiana	34	3	0.5%	22	6	1.3%	16	7	1.5%	14	8	1.7%
Oklahoma	35	3	0.5%	29	3	0.6%	47	0	0.0%	35	4	0.9%
Oregon	36	3	0.5%	46	1	0.2%	23	6	1.3%	31	4	0.9%
Colorado	37	2	0.4%	25	4	0.9%	25	5	1.1%	39	1	0.2%
Missouri	38	2	0.4%	17	9	1.9%	39	2	0.4%	34	4	0.9%
North Dakota	39	2	0.4%	37	2	0.4%	46	1	0.2%	49	0	0.0%
Rhode Island	40	2	0.4%	26	4	0.9%	20	6	1.3%	36	2	0.4%
Arkansas	41	1	0.2%	38	2	0.4%	42	2	0.4%	41	1	0.2%
District of Columbia	42	1	0.2%	30	3	0.6%	33	3	0.6%	33	4	0.9%
Hawaii	43	1	0.2%	51	0	0.0%	51	0	0.0%	44	1	0.2%
Idaho	44	1	0.2%	47	1	0.2%	49	0	0.0%	51	0	0.0%
Maine	45	1	0.2%	24	5	1.1%	31	3	0.6%	32	4	0.9%
Mississippi	46	1	0.2%	39	2	0.4%	36	3	0.6%	28	5	1.1%
Montana	47	1	0.2%	48	1	0.2%	50	0	0.0%	43	1	0.2%
New Hampshire	48	1	0.2%	40	2	0.4%	21	6	1.3%	15	8	1.7%
Wisconsin	49	1	0.2%	41	2	0.4%	27	4	0.9%	18	7	1.5%
South Dakota	50	0	0.0%	42	2	0.4%	28	4	0.9%	45	0	0.0%
Utah	51	0	0.0%	31	3	0.6%	34	3	0.6%	46	0	0.0%
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		551	100.0%		567	100.0		571	100.0		524	100.0



## SATISFACTION RATINGS

		December - February 06		September - November 05		June - August 05		March - May 05	
		Mean	Valid N	Mean	Valid N	Mean	Valid N	Mean	Valid N
<b>Cleanliness of Destination</b>	Satisfaction	4.08	655	3.94	649	4.97	636	4.161	668
<b>Quality of Beaches</b>	Satisfaction	3.91	648	3.52	635	3.73	617	3.91	651
<b>Value for the Price</b>	Satisfaction	3.66	655	3.73	650	3.65	636	3.706	668
<b>Accommodations</b>	Satisfaction	4.1	642	4.03	643	4.06	634	4.105	668
<b>Attractions</b>	Satisfaction	4.1	653	4	643	4.06	633	4.132	667
<b>Dining</b>	Satisfaction	4.05	655	3.97	647	4.05	636	4.189	668
<b>Special Events</b>	Satisfaction	4.18	457	4.2	425	4.08	421	4.143	513

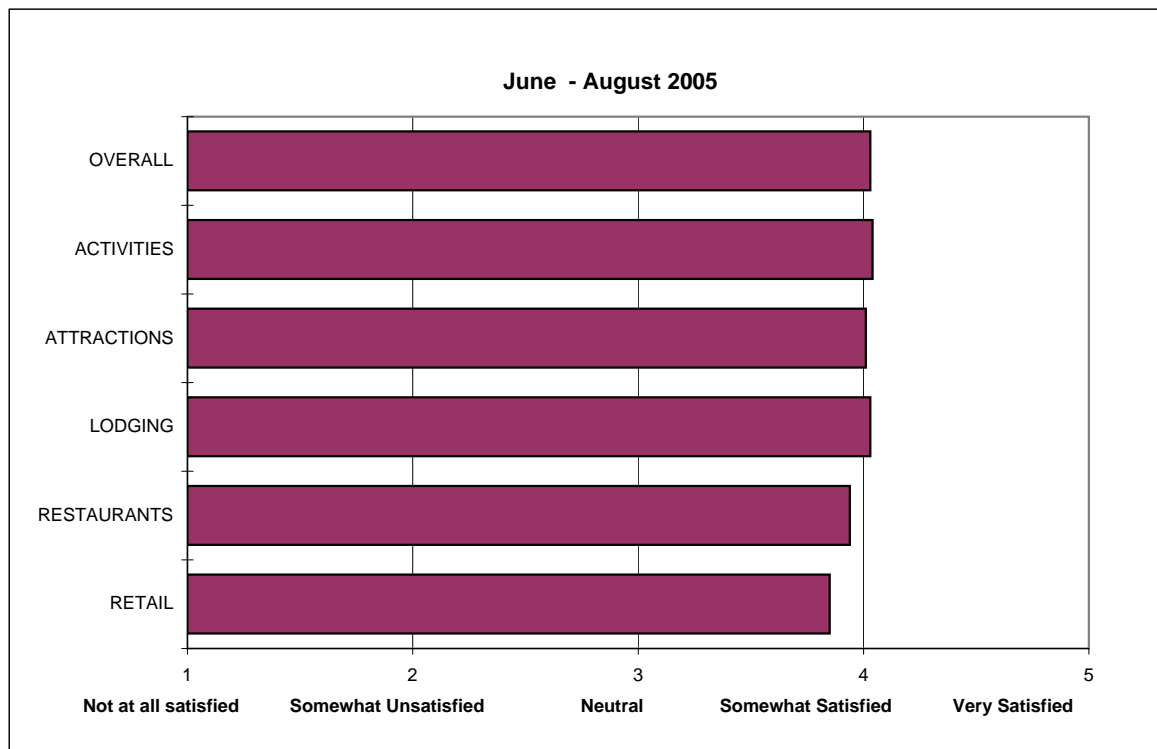


\* This attributes was expanded in an additional section part of our March 2005 revision of the survey instrument.

\*\* Importance ratings were removed as part of our December 2004 revision of the survey instrument.

## QUALITY OF SERVICE

Quality of service in ...		December - February 06		September November 05		June-August 05		March-May 05	
		Mean	Valid N	Mean	Valid N	Mean	Valid N	Mean	Valid N
<b>Retail Stores</b>	Quality	3.85	653	3.87	650	3.76	630	3.832	658
<b>Restaurants</b>	Quality	3.94	654	3.96	650	3.96	636	3.91	651
<b>Lodging Property</b>	Quality	4.03	644	3.96	646	3.99	629	4.107	657
<b>Attractions</b> (i.e. museums, theatres, sightseeing tours, etc.)	Quality	4.01	650	3.9	648	3.97	626	4.082	653
<b>Activities</b> (i.e. fishing, diving, golfing, snorkeling, etc.)	Quality	4.04	628	3.95	628	3.99	601	4.096	631
<b>Overall Service</b>	Quality	4.03	641	3.96	637	3.97	629	4.049	665



\* These attributes were added to probe more specific aspect of customer service as part of our March 2004 revision of the survey instrument.

Recreational Activities	December 05 - February 06			September - November 05			June - August 05			March - May 05		
	Frequency	Percent of Responses	Percent of Cases	Frequency	Percent of Responses	Percent of Cases	Frequency	Percent of Responses	Percent of Cases	Frequency	Percent of Responses	Percent of Cases
Dine Out/Night Life	697	16	93.2	722	17.3	95.3	740	17.3	97.5	699	16	92
Beach Activities	648	14.8	86.6	575	13.8	75.9	618	14.4	81.4	680	15.5	89.5
Sightseeing & Attractions	627	14.4	83.8	675	16.2	89.1	661	15.4	87.0	695	15.9	91.4
Viewing Wildlife	593	13.6	79.3	564	13.5	74.3	569	13.3	74.9	566	12.9	74.5
Museums/Historic Areas	381	8.7	50.9	439	10.5	57.9	428	10.0	56.4	388	8.9	51.1
Boating	343	7.9	45.9	307	7.4	40.5	355	8.3	46.8	368	8.4	48.4
Snorkeling	324	7.4	43.3	291	7.0	38.4	298	7.0	39.3	296	6.8	38.9
Cultural Events	303	6.9	40.5	239	5.7	31.5	268	6.3	35.4	341	7.8	44.9
Fishing	277	6.3	37	221	5.3	29.1	224	5.2	29.5	204	4.7	26.8
Diving	172	3.9	23	143	3.4	18.9	125	2.9	16.5	138	3.1	18.1
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	4,365	100.0		4,176	100.0		4,286	100.0		4,375	100.0	

**Key West Cruise Questions**  
February 2006

**QF - Before this trip to the Keys, have you visited the Keys before in the past 3 years? \* Month Crosstabulation**

			Month			Total
			Jan 06	Feb 06	Dec 05	
QF - Before this trip to the Keys, have you visited the Keys before in the past 3 years?	Yes	Count	12	18	24	54
		% within Month	26.1%	36.0%	44.4%	36.0%
	No	Count	34	32	30	96
		% within Month	73.9%	64.0%	55.6%	64.0%
Total		Count	46	50	54	150
		% within Month	100.0%	100.0%	100.0%	100.0%

**QF-KW1 - Ever visited Key West by cruise ship? \* Month Crosstabulation**

			Month			Total
			Jan 06	Feb 06	Dec 05	
QF-KW1 - Ever visited Key West by cruise ship?	Yes	Count	5	9	10	24
		% within Month	10.9%	18.0%	18.5%	16.0%
	No	Count	41	41	44	126
		% within Month	89.1%	82.0%	81.5%	84.0%
Total		Count	46	50	54	150
		% within Month	100.0%	100.0%	100.0%	100.0%

**Key West Cruise Questions**  
February 2006

**QF-KW2 - How long has it been since you visited Key West by cruise ship? \* Month Crosstabulation**

			Month			Total
			Jan 06	Feb 06	Dec 05	
QF-KW2 - How long has it been since you visited Key West by cruise ship?	Past 2 years	Count			5	5
		% within Month			50.0%	20.8%
	3-5 years ago	Count	2	4	3	9
		% within Month	40.0%	44.4%	30.0%	37.5%
	Don't remember	Count	3	5	2	10
		% within Month	60.0%	55.6%	20.0%	41.7%
Total	Count	5	9	10	24	
	% within Month	100.0%	100.0%	100.0%	100.0%	

**QF-KW3 - Did coming by cruise ship influence your decision to be here now? \* Month Crosstabulation**

			Month			Total
			Jan 06	Feb 06	Dec 05	
QF-KW3 - Did coming by cruise ship influence your decision to be here now?	Yes	Count	4	9	9	22
		% within Month	80.0%	100.0%	90.0%	91.7%
	No	Count	1		1	2
		% within Month	20.0%		10.0%	8.3%
Total		Count	5	9	10	24
		% within Month	100.0%	100.0%	100.0%	100.0%